



JOB DESCRIPTION

JOB TITLE:	Hospitality Sales Executive
LOCATION:	Glamorgan County Cricket Club ("GCC"), Sophia Gardens, Cardiff
REPORTS TO:	Senior Corporate Sales Manager
SALARY:	£28-32k per annum (dependent on experience)

Job summary

The Hospitality Sales Executive will:

- Be responsible for driving sales with a primary focus on one-off hospitality sales
- Work with the Senior Corporate Sales Manager to deliver all corporate and events sales strategies.
- Work closely with other members of the catering & events and commercial team

Key KPIs:

- Cricket Hospitality revenues and profitability
- Corporate database growth and quality

Nature and scope of the role

- Deliver the corporate sales strategy across Glamorgan, Welsh Fire & Sophia Gardens products supported by the Senior Corporate Sales Manager and Head of C&E.
- Understand and promote the full suite of Glamorgan Cricket and Sophia Gardens products that we can cross-sell to corporate clients – ranging from Hospitality, Corporate 1888 Memberships, Box License's & C&E event packages.
- Identify and target potential corporate clients and develop a robust and continuous pipeline of leads.
- Retention of one-off cricket hospitality clients
- Work closely with hospitality management on product development i.e. hospitality and event packages
- Conduct market research to identify new business opportunities and revenue streams for the business.

- Proactively reach out to new potential clients on a regular basis, arranging face to face meetings to understand their business challenges and promote Glamorgan Cricket
- Attend networking and business events on behalf of Glamorgan Cricket to ensure that a strong local corporate network is retained and strengthened
- Detailed sales and pipeline reporting against targets and sales plans through our corporate CRM system
- Keep wider C&E team informed on warm leads for C&E products
- Work closely with the Senior Corporate Sales Manager to develop the Club's corporate and hospitality brochures annually
- Development of the Club's corporate database
- Work with autonomy to structure your day so that your performance is optimized.

Personal attributes

Essential

- Experience of working in sport or events industry desirable
- Energy, dynamism and focus
- Personal organisation and time management: an ability to prioritise, to work flexibly, to work to tight deadlines, to complete tasks
- Proven track record in sales or a related field, preferably within the sports or events industry.
- Strong business development skills with a proven ability to generate leads, build relationships, and close deals.
- Excellent negotiation and communication skills, both written and verbal.
- Ability to develop compelling proposals and deliver persuasive presentations.
- Demonstrated experience in managing and growing existing client relationships.
- Results-oriented mindset with a focus on meeting and exceeding revenue targets.

Key Working Relationships

- Senior Corporate Sales Manager
- Head of Catering & Events
- C&E department
- Commercial department
- Finance department
- External agencies
- Sponsors and commercial partners

Glamorgan Cricket welcomes applications from all backgrounds to ensure we deliver our ongoing EDI strategy and the ECB Inspiring Generations strategy to fulfil our purpose to connect communities and improve lives through cricket. We will also follow all safeguarding checks and will ensure any applicable training is completed.

This job description is only a summary of the role as it currently exists and is not exhaustive or comprehensive. The responsibilities and accountabilities might differ from those outlined and other duties, as assigned, might be part of the job.